INHALING NEEDN'T WORRY YOU

[IT NEEDN'T IRRITATE YOUR THROAT]

IT'S a vital difference—between PHILIP MORRIS and other cigarettes.

Eminent doctors *compared* the leading popular cigarettes. And *they report* that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED *MORE THAN THREE TIMES AS HIGH*—AND *LASTED MORE THAN FIVE TIMES AS LONG!*

A fact—PHILIP MORRIS superiority is recognized by eminent medical authorities. *No other cigarette can make that statement!*

REAL PROTECTION ADDED TO FINER PLEASURE!

CALL FOR PHILIP MORRIS

FOR VICTORY BUY UNITED STATES DEFENSE BONDS STAMPS

America's *FINEST* Cigarette

1003071158

ALL SMOKERS INHALE—*BUT*

it needn't bother YOUR throat!

What do we *mean?*

Here's the *answer*—facts reported by eminent doctors *who compared the leading popular cigarettes:*

THE SMOKE OF THE FOUR OTHER LEADING BRANDS *AVERAGED MORE THAN THREE TIMES* AS IRRITANT AS THE AMAZINGLY DIFFERENT PHILIP MORRIS—AN IRRITANT EFFECT WHICH *LASTED MORE THAN FIVE TIMES* AS LONG!

That's why PHILIP MORRIS smokers have all the best of it—*better smoking*—that's *better for* them!

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Source: https://www.industrydocuments.ucsf.edu/docs/sqkk0000